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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: ) Examiner: **Jean D. Janvier**  
                  **Pugliese, III, et al.** ) Group Art Unit: **3622**  
Serial No:   **09/994,805** ) Attorney Docket No.: **S255 1020.1**  
Filed: **November 28, 2001** )  
For:   **System and Method for Displaying and Selling Goods and Services in a Retail**  
      **Environment Employing Electronic Shopper Aids**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Examiner's Action mailed March 15, 2005, please amend the subject application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.

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